



## Filton Avenue – high street engagement and plans

### Area overview

Filton Avenue falls within the Bristol City Council and South Gloucestershire Council boundaries. Activity under this high street engagement and plan looks at the area within Bristol only.

The high street has a small, national supermarket chain, which has an ATM, a number of other shops. However, there is a lack of sit-in hospitality venues, which likely impacts the number of people visiting the area and the time spent here.

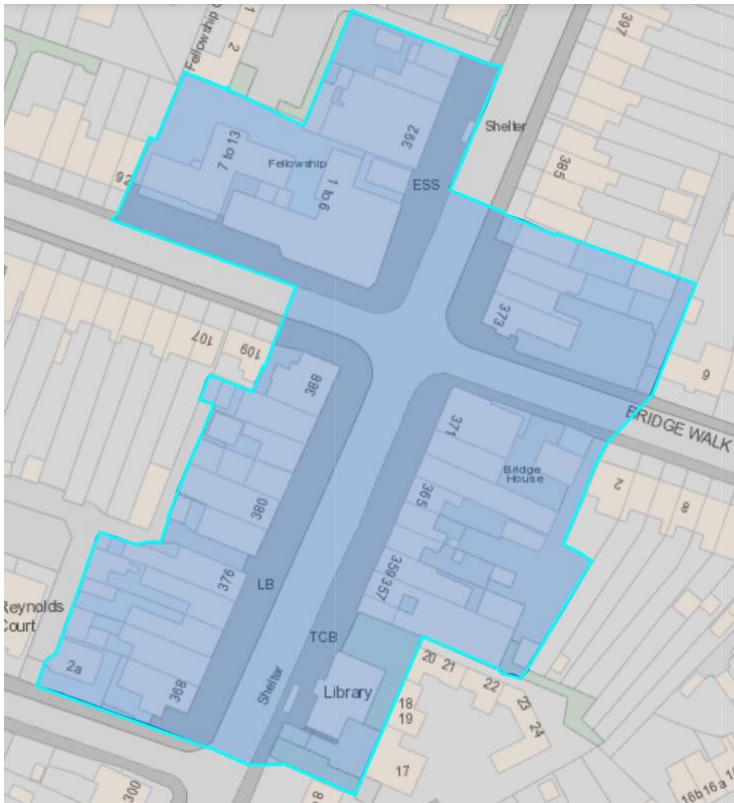
The flow of traffic is impacted by delivery trucks straddling the pavement and road, presenting a danger to pedestrians needing to get past. However, the road is well served by multiple buses that stop directly in the centre of the high street.

The high street serves the surrounding areas of Horfield and Lockleaze and there is a high concentration of students due to the proximity of the University of the West of England. Engagement conversations showed a sense of community spirit and an appetite for more activities in the area.

Businesses are generally satisfied with the high street and while most had noted a decrease in footfall over the last 12 months, over half are feeling confident about their prospects/survival over the next 12 months.

People visiting the area generally walked and stayed for less than an hour. Most people we spoke to come to Filton Avenue to shop, to access community venues such as the library or transport links or were just passing through.

Reasons given for not visiting the high street included the lack of variety in the retail offering alongside a feeling that the area is run down and suffers from anti-social behaviour.



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## Engagement Feedback

We engaged with businesses and members of the public first in Autumn 2021 and again in January and February 2022 to gain further insight into issues and preferences raised during the initial engagements. This was done through a mix of face-to-face on-street engagement, on-line focus groups, on-line surveys with a paper alternative.

Businesses are generally satisfied with the high street and while most had noted a decrease in footfall over the last 12 months, over half are feeling confident about their prospects/survival over the next 12 months.

Most of the people spoken to visit the high street to shop, to access community venues (the library), transport or were just passing through. Visits are generally less than an hour and are most often on foot. Reasons given for not visiting the high street included the lack of variety in the retail offering alongside a feeling that the area is run down and suffers from anti-social behaviour.

The most popular options for improvements given by businesses and residents alike were adding greenery, particularly trees, along the high street and the provision of more seating opportunities. There are already plans to create a pocket park next to Horfield Library, which could meet some of these needs, as well as providing a venue for smaller events and a trial market. A general brightening up of the area was also mentioned, through a mural and possibly colourful plantings.

Litter and recycling were mentioned as a frequent concern, with dog mess and litter from street drinking and drug use the biggest issues. There were also calls for better enforcement of parking restrictions and for improvements to the pavements, where residents were concerned about uneven paving and potholes creating hazards.

The most requested addition to the area was a café as there is currently nothing available. People also commented on the lack of public toilets.

In terms of events and activities, both businesses and residents called for a market, with businesses asking for a mixed market and residents for a food market. Community events and family fun days were also mentioned.

Horfield Library is recognised as a real asset and a potential hub for community activities. There was real interest in activity already going on around the library and the potential for developing this further.

## High street plans

| Issues and opportunities  | Proposed Action  |
|---|--|
| Need to support businesses and organisations  | Business Development Officers to provide information, signposting and support  |
|   | Promote the area and its offer using a variety of channels, including <a href="http://www.wheresittobristol.com">www.wheresittobristol.com</a> and @shoplocalbris social channels including Facebook, Twitter, Instagram |
| Lack of a café identified and aspirations for a community hub to promote and support climate change/sustainability. However, according to Council data of March 22 there were no vacant units | Monitor property vacancies to identify opportunities and promote the vacant property grant scheme to potential occupiers   |
| Lack of greenery and trees  | Identify appropriate greenery and specific locations for placement and initial designs produced  |
|   | Work with local residents and organisations to develop a group for maintenance of greenery/plants  |
|   | Install new greenery/plants  |
| Aspiration for a pocket park next to Library  | Work with Friends of Horfield Library to support the creation of a pocket park   |
| Issue with litter from street drinking/drug use   | Liaise with Police and other stakeholders on prevention and enforcement  |
| General litter an issue around takeaways and the Library, and dog fouling   | Install additional litter bins in identified trouble spots   |
|   | Focused public education campaign around litter/recycling/dog fouling, working with Bristol Waste and enforcement teams  |
| Concern about state of pavements and risks to wheelchairs/buggies/mobility scooters   | Identify locations where there are specific health and safety issues. Identify responsibilities for maintenance  |
| Pavement parking an issue for both pedestrians and traffic flow   | Explore possible solutions – education and enforcement, promoting sustainable travel options   |

| <b>Issues and opportunities</b>   | <b>Proposed Action</b>  |
|---|---|
| Targeted events or projects to bring people together and increase footfall to local traders | Commission/grant fund organisations to deliver events/projects, including family fun days, community events and artwork/mural |
| Interest in regular market - food or mixed  | Explore options for delivery of a market  |